



Employer Branding

Effective Campaign Targeting with Data-led Insights

Jakub's challenge

Facing a talent shortage at Intel's offices in Poland, Jakub's team sought to attract talent from nearby Krakow and Warsaw. With a limited marketing budget, Jakub and his team needed to be as efficient as possible.



The solution

Talent Insights showed Jakub that talent in Krakow was concentrated within a few companies, whereas in Warsaw, talent was much more distributed.

Krakow
Employer Concentration:
High

Warsaw
Employer Concentration:
Dispersed

“

When we plan an employer branding campaign, we can't rely on our gut feeling. Talent Insights gave us the data we needed to build a sound recruitment strategy and make an informed decision.”



Jakub Skalik
Talent Attraction & Lead
Generation, Intel

The results

Knowing where talent was located and how it was distributed, Jakub coordinated marketing activity in Krakow and ran a billboard campaign targeting top employers of his target talent.

20% boost to careers page visits
showing increased awareness among target talent

Saved on time,
identifying nearby talent hubs in a few clicks with Talent Pool Report

Increased trust from leadership
to affect strategy, supporting recommendations with shareable reports